

1 **HUMAN RESOURCES DEPARTMENT**

2 ***San Luis Obispo County***

3
4 HEALTH EDUCATION SPECIALIST
5 LEAD HEALTH EDUCATION SPECIALIST

6 DEFINITION:

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8 Under general supervision, develops and implements community health
9 education activities and related general health education programs for individuals
10 and/or groups; cooperates with other departments and community organizations
11 to carry out health-related community awareness campaigns, educational
12 programs and promotional activities; and does other related work as required.

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14 DISTINGUISHING CHARACTERISTICS:

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16 **Health Education Specialist** is the journey level specialist position.
17 Incumbents work under general supervision performing a wide variety of routine
18 and complex Health Education duties.

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20 **Lead Health Education Specialist** is the advanced-journey level specialist
21 position and is allocated only to positions designated as leadworker. Incumbents
22 work under direction and may be assigned to perform a full spectrum of complex
23 Health Education duties. This classification acts as leadworker for assigned staff
24 and may be assigned related program oversight.

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26 REPRESENTATIVE DUTIES:

27 (Not in order of importance)

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- 29 • Prepares, obtains and disseminates health information through individual
30 client contacts and/or workshops, seminars, reports, bulletins, pamphlets,
31 posters, exhibits, news releases, radio scripts, and other communication
32 methods.
 - 33 • Collects, tracks, and analyzes data; participates in evaluating the
34 effectiveness of program materials and methods.
 - 35 • Provides liaison and networking among departmental staff, and other public
36 and private agencies, community organizations and professional groups,
37 including, but not limited to, medical, nutrition, physical activity, school and
38 child care organizations, clientele and policy makers for developing effective
39 health awareness campaigns, educational programs, and policies.

- Plans, organizes and participates in health information and educational programs, conferences, and meetings.
 - Makes presentations and provides health information and guidance to individuals and community groups.
 - Implements community needs assessment surveys and outreach plans.
 - Researches and develops policies and procedures.
 - Assists in preparing health plans.
 - Writes or assists in writing grant proposals.
 - Participates in staff development activities.
 - Prepares a variety of reports and correspondence.
- In addition, Lead Health Education Specialist:
- Acts as a leadworker and provides technical support to health education staff, volunteers and interns.
 - Ensures timelines are met; assesses quality and quantity of work performed by program specific staff for achievement of program standards.
 - Assists supervisor with on-the-job training and instructions to health education staff, volunteers and interns; provides input for performance evaluations and makes recommendations regarding the recognition of outstanding performance and performance improvement required.
 - Assists with monitoring program expenditures and compiles data for the development of a program budget.
 - Drafts procedures documents for supervisor approval; assists supervisor with policy development.

EMPLOYMENT STANDARDS:

Knowledge of:

- The principles, methods and practices of health information, promotion, education, and information dissemination
 - Training needs, assessment, and evaluation techniques
 - Community organizations and resources related to the health and education fields
 - Countywide health functions, programs, and objectives of the department
 - Communication techniques and media relations for print, voice, video, internet, and any other communication medium.
 - Interpersonal skills using tact, patience, and courtesy
- In addition, Lead Health Education Specialist:
- Principles of leadership, supervision and motivation.

- The sociological characteristics and health education needs of the community served.
- Principles and methods used in basic budget, contract, and grant administration.
- Environmental health, preventive medicine, epidemiology, and statistical concepts as they relate to the public health field.

Ability to:

- Develop and maintain public support and the cooperation of public officials, community groups and agencies relative to community health concerns
 - Communicate effectively both verbally and in writing
 - Formulate, promote and implement a variety of information and educational programs
 - Establish and maintain effective working relationships with public officials, community groups, agencies, local media, county employees, and/or clientele
 - Conduct training and make public presentations
 - Proofread and edit written copy
 - Communicate effectively with people of diverse socio-economic backgrounds, age, gender, and temperaments
 - Maintain confidentiality of information
 - Operate a variety of audiovisual and computer presentation equipment
 - Use basic and advanced computer software to conduct business and communicate (such as generate reports, complete data analysis, develop informational and educational materials, and maintain web based information).
 - Support and follow the Health Agencies policies, goals, guiding principles, and Mission – Vision – Values Statement
 - Develop and maintain positive working relationships; communicate and work effectively with others
 - Foster a spirit of teamwork and support when interacting with staff and others
 - Operate a computer and assigned office equipment
 - Maintain a safe and orderly work area
- In addition, Lead Health Education Specialist:
- Work independently.
 - Lead and coordinate work of assigned staff.

EDUCATION/EXPERIENCE:

Both levels: Graduation from an accredited four-year college or university with a bachelor's degree in human services, public administration or other health-related field is required.

In addition, Lead Health Education Specialist: Possession of a Master's degree with specialization in Public Health or Community Health from a school of public health recognized by the American Public Health Association; **OR** two years of experience performing duties equivalent to Health Education Specialist with San Luis Obispo County.

LICENSES:

Both levels: A valid driver's license is required at the time of application. A valid CALIFORNIA driver's license is required at the time of appointment and must be maintained throughout employment.

In addition, Lead Health Education Specialist:

Employees must possess and maintain a Certified Health Education Specialist certification (CHES) or Master Certified Health Education Specialist (MCHES) issued by the National Commission for Health Education Credentialing (NCHEC) prior to completion of probation. Applicants who do not possess the above certifications must present a pre-screen letter of eligibility to apply for CHES or MCHES by the NCHEC at the time of application.

This class specification generally describes the duties and responsibilities characteristic of the position(s) within this class. The duties of a particular position within a multi-position class may vary from the duties of other positions within the class. Accordingly, the essential duties of a particular position (whether it be a multi-position class or a single-position class) will be identified and used by medical examiners and hiring authorities in the selection process. This information will also be made available for review at the time of any recruitment for that position and at such other times as reasonably required.

Adopted: 07-27-07

CSC Approved: 07-27-07

Revised: 08-24-11(Added Lead Health Education Spec.) Revised: 11-28-12